

**ORDER**

**Orders**  
**Order / Rev:** 36971  
**Alt Order #:**  
**Product Desc:** 271/487/3563  
**Estimate:** 3563  
**Flight Dates:** 11/03/12 - 11/13/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

WTVF

**Primary AE:** Fran Berg  
**Sales Office:** WADC  
**Sales Region:** National

**Agency Name:** National Media  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Steve Dickerson for State Senate  
**Demographic:** M35-64  
**Product Codes:** PO03  
**Priority:** P5  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:** 10/31/13  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/03/12	2	\$6,600.00	\$5,610.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	2	\$6,600.00	\$5,610.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$6,600.00</b>	<b>\$5,610.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Fran Berg			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WTVF	11/03/12	11/03/12	Regular Season Regular Season	CM	230p-6p (2:30 PM-6:00 PM)	-----S-	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$3,000.00		0.00				
N 2	WTVF	11/03/12	11/03/12	College Prime Games College Prime Games	CM	657p-10p	-----S-	:30	1	\$3,600.00	P1	0.00	NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$3,600.00		0.00				
													Totals	2	\$6,600.00

Rep Order# 7916029 Ver# 1 Status New  
EC'd Yes

Traffic Order# 30971

Printed: 11/01/2012 1:43 PM  
Last Received: 11/01/2012 1:21 PM  
Showing Buylines: All Lines

1 of 1

Station WTVF-TV NASHVILLE TN  
Advertiser ( ) DICKERSON, STEVE  
Product DICKERSON/SD20/R  
Estimate# 3563  
Buyer MICHELLE MORIE  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 271/487/3563  
Flight Dates 11/03/2012 - 11/03/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BERG  
Salesperson Phone# 202-872-1155  
Salesperson FAX# 202-872-8745

--- CONTRACT COMMENT ---

STEVE DICKERSON FOR STATE SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	230P-6P	SEC FTBALL	:30	\$3,000.00	11/03-11/03	1	1	1	\$3,000.00	
	2	SA	7P-10P	SEC FTBALL	:30	\$3,600.00	11/03-11/03	1	1	1	\$3,600.00	

---REPORT TOTALS---

Report Totals: 2 / \$6,600.00

---SALES MONTHLY TOTALS---

Nov 12: 2 / \$6,600.00  
Sales Totals: 2 / \$6,600.00  
Station Totals: 2 / \$6,600.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$16,500	CABL 0%	CBLA 0%	CBLB 0%	INTA 0%	NCFP 0%
		UNKN 60%	WKRN 0%	WNAB 0%	WSMV 0%	WTVF 40%
		WUXP 0%	WZTV 0%			

Books null  
Demos RA3564